



Verona, Italy
April 1-5, 2004

The World's Largest International Wine and Spirit Show!

- THE SHOW:** VINITALY is an international wine showcase where industry professionals, Hotel and Restaurant sector representatives, and the international press come to meet exhibiting wineries to find out about their products and buy.
- VENUE:** Veronafiere organizes VINITALY, held annually. The Veronafiere exhibition center spans a net area of 60,956 square meters.
- DATE/PLACE:** April 1-5, 2004, in beautiful Verona, Italy.
- STATISTICS:** VINITALY 2003 welcomed over 3,856 exhibitors from 26 countries, and attracted 128,467 visitors from 82 countries. The VINITALY press office accredited over 2,000 journalists from 50 different countries.
- USA PAVILION EXHIBITOR PACKAGE:** FAS/Italy and Veronafiere are pleased to announce a 9 square meter walk-on booth package for USA Pavilion Exhibitors for \$5,000 (larger, smaller, and corner booths available at variable rates) which includes the following furnishings and amenities:
- A fascia board with firm name
 - Padded carpeting
 - One display counter with one bar stool
 - One table with three chairs
 - One showcase and one lockable storage
 - One lockable cabinet
 - Three shelves
 - Four spotlights
 - One electrical socket, 4 kw supply and usage
 - An entry in the official show directory and an entry in the USA Pavilion Directory
 - One trash can
 - Exhibitor passes (as needed)
 - Daily booth cleaning
 - Use of USA Pavilion Business Lounge and Services

THAT'S AMORE?

For added visibility to USA Pavilion Exhibitors at *USDA-supported* VINITALY 2004, Veronafiore is granting to the USA the special and exclusive status of "GUEST COUNTRY." Moreover, within the framework of the package offered to U.S. Exhibitors and on occasion of the "U.S. Day," Veronafiore is organizing a press conference with the participation of representatives from the FAS Office of Agricultural Affairs/American Embassy-Rome, Italian and international press, and opinion leaders. Veronafiore will also organize a professional wine tasting targeting Italian and foreign buyers from the trade, mass-market distribution, restaurants, etc.

CONTACTS:

For an application form, contact:

Sharon Cook
Agricultural Marketing Specialist
FAS Trade Show Office
U.S. Department of Agriculture
Washington, D.C.
Tel: 202-720-3425; Fax: 202-690-4374
E-Mail: Sharon.Cook@usda.gov

For specific market information, contact:

Dana Biasetti
Agricultural Marketing Specialist
FAS Office of Agricultural Affairs
American Embassy
Rome, Italy
Tel: 011-390-6-4674-2396; Fax: 011-390-6-4788-7008
E-Mail: danabiasetti@yahoo.com

For information on other USDA-supported marketing events, and FAS services:

WWW.FAS.USDA.GOV